

LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.

Ad/D: No. PMTMR/2943-A4 - Job No. M51676 - "Betcha Can Rochelle" - Page - (8-1/2" x 11-1/4") - 4C Bleed - National Magazines - 1997 (A)
Printed in the U.S.A.



Switch down
to lower tar
and you'll find smooth,
satisfying taste.



You've
got
MERIT

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Ultra Lights: 1 mg "tar," 0.1 mg nicotine—Ultra Lights: 0 mg "tar," 0.1 mg nicotine—Lights: 0 mg "tar," 0.1 mg nicotine—Full Flavor: 0.8 mg nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.



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